

The role of financial stability of enterprises in the context of the impending global economic crisis

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Abstract

In theses, the role of the financial stability of the enterprise in the context of the impending global crisis is investigated.

Keywords: financial stability, enterprise, crisis, efficiency, competitiveness

1 Introduction

At the present stage of development of national economies and the scale of globalization there are more and more destructive external factors that affect the decisions as the whole States, and on the subjects of thrift, which operate at the micro level. These factors affect the structure of the national economy and on the financial sustainability of enterprises as a whole.

In the process of integration it is important to respond quickly to new market demands and the transience of situations, to ensure competitiveness in the industry. Financial condition of the company plays a key role for the stable development of the subject of thrift and its work in the future. It is necessary to conduct systematic and qualitative analysis of a company for making necessary managerial decisions and increase their economic efficiency.

2 Main part

In the system of scientific research of financial stability of the enterprise is characterized as an indicator of a stable situation in which revenues exceed expenses, there is money for free disposal and efficient use, and ensures a smooth production process and sales of products [1]. It is worth noting that among the variety of concepts for the characteristic of activity of the enterprise, for example, "solvency", "margin" or "solveny" is investigated in the article, the concept is much broader and includes a General assessment of the financial results of the company.

In the process of integration of the national economy on the activities of economic subjects of began to influence both old and new factors with varying degrees of intensity. First of all, consider the impact of the GDP growth rate. In Ukraine, he gradually grew up, gave positive forecasts and expectations of the business in the future. The rate of inflation began to decline, the incomes grew and unemployment decreased. In the process of such positive changes, companies were able to expand activities and strengthen financial stability.

Market factors also had positive dynamics of development and political tensions start to subside. A trade war between the US and China have an opportunity for Ukrainian producers to

replace their goods on the world market from foreign competitors. As a result, the heavy industries have improved financial performance and increased activity. The disagreement between Russia and Saudi Arabia about keeping oil prices in a falling market led to a huge saving of financial resources due to low prices of petroleum products to support manufacturing and related activities.

But the totality of positive factors, economists and analysts characterizable situation as the first signs of the forthcoming economic recession on a global level. The findings were made in terms of development of economies with a large influence, particularly the EU and the United States and historical experience. Accelerated the process of approaching crisis an epidemic COVID-19. Because of its fast prevalence and the high percentage of mortality for older people, announced the epidemic has led to the shutdown of companies and a large pressure on the social policies of all countries.

Economic losses are very large. The financial condition of many companies has deteriorated to critical indicators. Many of them ceased operations. The same businesses that name sufficient financial strength needs to reconsider its fiscal policy and to switch to balance activities and increase financial reserves to overcome future financial and economic shocks for conservation activities and positions in the market. It is understood that due to all the crises the market is purified, passed into a new phase of development and opened new areas of activity.

3 Conclusion

The role of financial stability is very important in the modern fluctuations of the .markets and more devastating world crises. Achievement of the required level of strength, the company provides a successful operation at this stage activities and the ability to handle unexpected and challenging situations, both at the national and global level. Those businesses that chose and formed the right policy activities, may in the future enter the market as experienced players and more rationally and with greater force to conquer new positions on the market that can also be seen based on the history of development of different enterprises and companies that have already been in such conditions.

Reference

[1] Poddier'ohin A M, Naumova L Yu 2011 Finansova stijkist' pidprijemstv v ekonomitsi Ukrainy [the Financial stability of

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